

# About Signe Byrdal Terenziani

Signe Byrdal Terenziani is a Strategic Brand Activator and Creative Conductor of global brands. Her strength lies in her ability to orchestrate the entire brand experience, from concept to completion. With a focus on PR, Marketing, Communications and Events, her aim is to amplify brand equity, build a compelling brand culture, create strong emotional connections, foster long-term loyalty, and ultimately drive sales.

Drawing on her extensive experience with design, exclusive, eco-conscious brands and curated exhibitions in Italy and Denmark, Signe Byrdal Terenziani applies her strategic acumen, creative vision, project planning and management skills to oversee global teams on a vast array of deliverables. From marketing campaigns, social media storytelling, interviews, videos, ads, websites and other brand assets, to press conferences, symposiums, podcasts, product launches, trade fairs and location scouting.

The outcome is a consistent, cohesive and dynamic brand personality that resonates with consumers and industry professionals around the world.

In 2013, Signe Byrdal Terenziani spearheaded the idea of Denmark hosting its own design festival. Since her involvement, 3daysofdesign has become Denmark's Official Design Festival and a pivotal player on the global design arena, with coverage by high-profile members of the international press. Starting with just four participating brands, she has been instrumental in increasing the number of exhibitors from Denmark and abroad to nearly 500. Boasting a registered number of 60,000 attendees, where the actual number of visitors is estimated at several hundred thousand.

As CEO & Managing Director of 3daysofdesign, Signe Byrdal Terenziani is in charge of the entire festival, from the strategy, planning and curation of the exhibitors who participate, to the creative direction, PR, marketing and communications across all media channels. She supervises an international, multi-functional team to ensure a comprehensive package of brand collateral, from promotion materials to packaging. A strong advocate of inclusivity, supporting emerging talent, and unifying the global design community.

All with the ultimate goal of creating a truly inspiring experience that's meaningful and memorable beyond the 3 days.

Among many accolades and awards, Signe Byrdal Terenziani was recently chosen by Dezeen as one of the 50 most influential women in design and architecture in the world.